



Corres. and Mail  
**BOX AF**

PATENT APPLICATION

**RESPONSE AFTER FINAL  
EXPEDITED PROCEDURE  
TECHNOLOGY CENTER ART UNIT 3627**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of

Tetsuji FUWA

Group Art Unit: 3627

Application No.: 09/963,489

Examiner: G. O'CONNOR

Filed: September 27, 2001

Docket No.: 110732

For: SYSTEM FOR SELLING UNIQUE INFORMATION INDICATING PRODUCTS  
OVER TRANSMISSION NETWORK

**REQUEST FOR RECONSIDERATION AFTER FINAL REJECTION**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In reply to the September 9, 2005 Office Action, reconsideration of the rejection is respectfully requested in light of the following remarks.

Claims 1-4 and 6-34 are pending. Claims 10-34 are withdrawn from consideration.

**I. The Claims Define Patentable Subject Matter**

The Office Action rejects claims 1-4 and 6-9 under 35 U.S.C. §103 (a) over U.S. Patent No. 6,493,677 to von Rosen et al. This rejection is respectfully traversed.

Claims 1-4 and 6-9 would not have been rendered obvious by von Rosen. As acknowledged by the Office Action, von Rosen does not disclose a method for selling, over a transmission network, unique information "wherein the step of displaying includes displaying, using the browser of a client device, a plurality of preview images corresponding